THE CAPE ANN SHORE

ROUND TOWER AT RESIDENCE OF HON. JOHN HAYS HAMMOND, "LOOKOUT HILL," FRESH WATER COVE

VOL. XL
July 6, 1935

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THE CAPE ANN SHORE

FORTIETH SEASON

Gloucester, Eastern Point, Bass Rocks, Long Beach, Briar Neck

Land's End, Rockport, Pigeon Cove, Annisquam and River Territory, Fernwood, Magnolia, Manchester and Essex County.

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By C. Anne Shore

YACHTING OF THE WEEK

NEWS FROM ALL SECTIONS OF THE SUMMER COLONY OF GREATER CAPE ANN

POINTS OF INTEREST

Gloucester, Cape Ann — First white man to visit its shores was Thorwald in 1004. Harbor called by Norsemen "Krossanes." Gosnold landed here in 1602 and found the place had been used as a base by Portuguese fishermen. In 1605 Champlain sailed by the Cape but did not land. The next year, September 1606, he entered the harbor which he named Le Beauport and made a map of it. Attacked by 200 Indians and sailed away the next day. In 1614 Capt. John Smith named it Cape Ann after Anne of Denmark, mother of King Charles I. First permanent settlement of the Massachusetts Bay Colony in 1623.

Stage Fort Park at westerly entrance of city. Site of settlement of Massachusetts Bay Colony, 1623-24. Tablet in commemoration of that fact placed on face of large boulder. Conant, Half Moon and Stone beaches.

Rafe's Chasm and Norman's Woe. Scene of "Wreck of the Hesperus." At Magnolia, Hesperus avenue. Fissure in solid rock cliff is 60 feet deep and 12 feet wide.

Mother Ann profile in Stone discovered in 1892 by Capt. William Thompson of Salem at tip end of Eastern Point. Dog Bar breakwater extends from a half mile long, completed in 1904 and extends from this point. On Eastern Point are many of the show residences of the North Shore. "The Ramparts" occupies site of Fort Independence.

Ten Pound Island in outer harbor; government fish hatchery thereon. Used as sheep pasture in early days. Five Pound Island in inner harbor; both so named for amounts in colonial money originally sold for.

Thompson's mountain, or Mt. Anne, West Gloucester, highest elevation on the Cape, 255 feet above sea level. Fine view ranging from Mt. Agamenticus on Maine coast to Wachusett Mountain, Bunker Hill Monument to Boston Bay. Tract given over as reservation in memory of Lawrence Minot; thickly wooded, favorite picnic resort; reached from New Way Lane. Nearby is Haskell's pond, from which city's water is secured.

Ravenswood Park, natural forest area extending from Fresh Water Cove to West Gloucester. Reached from Fresh Water Cove or the so-called Old Salem road, Western avenue. Mason Walton's cabin, "Hermit of Bond's Hill," on this road. Well worth frequenting.

Beacon or Governor's Hill, near center of city, from Washington street. Small reservation at top from which a fine view may be obtained.

Dogtown Commons, site of deserted Revolutionary settlement. Reached from Gee avenue, Riverdale. Fine example of boulder deposits of glacial period. "Whale's Jaw," best known of these boulders, at edge of common. Rocking stone, etc., now taken over by the city as a water shed.

Wharves skirting the water front, interesting as affording "close-up" of fish curing, etc.

Babson House, opposite Ellery House, erected by Col. John Low about 1745. Old slave pens in attic.

Main street, first known as Fore, afterwards as Front street. Principal business avenue. Laid out 1642. Middle street, paralleling Main, contains many old colonial houses and the Judith Sargent house, the grounds of which, originally extending to Main street have been restored.

On Middle street are the First Parish (Unitarian) Church, oldest in Gloucester; Independent Christian (Universalist) first Universalist society in America, church edifice erected 1805; St. John's Episcopal Church, Trinity Congregational Church and the First Baptist Church.

Sawyer Free Library and Reading Room, Middle street, adjoining Unitarian church. Interior fine specimen of colonial woodwork. Originally home of Thomas Sanders, merchant.

Old Town Hall Square, at junction of Middle and Washington streets. Beautiful American Legion Memorial building and monument on which was placed statue of Joan of Arc by Anna Vaughn Hyatt.

Fort Point, at western side of inner harbor, down Commercial street from Main, fortified in 1743. Now Italian quarter and rendezvous of fishermen of that nationality.

Drives around the Cape: Up Washington street, through Riverdale, past Annisquam, Bay View, Lanesville into Pigeon Cove, Rockport and completing the circuit to Gloucester. Almost a continuous ocean view, which was completed when the Bass Rocks-Land's End stretch was completed.

Beaches: Little Good Harbor and Long Beaches, between Bass Rocks and Land's End, Rockport. Wingaersheek Beach, West Gloucester, largest on Cape, two miles long, 600 feet deep at low tide; reached from Essex avenue, West Gloucester, down Concord street.

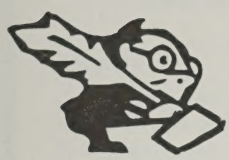
Quarries at Bay View and Pigeon Cove, among largest in country, near main highway.

Blynman canal, first cut in 1642 by Rev. Richard Blynman, at Western entrance of city.

Drives: "Little Heater," "Dark Hole" at West Gloucester.

Old Salem road, first highway from the town, blazed out in 1626, when part of the settlers went to Salem. Down Hesperus avenue (discontinued in 1892) to Salem. Name erroneously applied to Old Pest House road, leading through Ravenswood park from Western ave.

FORTY - FIFTY



This is the 40th year of the publication of The Cape Ann SHORE and the fiftieth of the writer in the newspaper field. Those of three score and ten have probably lived in the greatest era the World has seen. The age-old established order of things social and commercial has been jettisoned and a new and revolutionary plan has come into existence. How permanent is to be demonstrated. The mad Kaiser truly prophesied that the Great War would rock western civilization to its foundation. Inventions, tremendous in their influence have changed the course of domestic and commercial life.

The East headed by its modern Genghis Khans is advancing its hordes westward to challenge the rule of the Occident. The latter once dominant and aggressive shrinks from the clash. It is giving ground. Whither?

Coming to present every-day concerns: The season promises an upward business trend. The index to this is the increased cottage rentals, mainly in the moderate priced brackets, fully 25 percent better than last year. In general the people are financially easier. By mid-September the ledgers of the retail business man contacting the summer colony should show a moderate satisfactory increase over the corresponding period of last year. We are on the way.

Obituary

(Following our custom THE SHORE makes note of the death during the winter of well known residents of the North Shore summer colony.)

JUSTICE OLIVER WENDELL HOLMES

THE NORTH SHORE, yes the entire country, suffered a loss during the winter when Justice Oliver Wendell Holmes of the United States Supreme Court passed on with his 91 years ripe upon him with usefulness and honor. If one were to cast about for the one outstanding American citizen of his generation he might, if well versed as to his quest, so nominate Mr. Justice Holmes.

He was the last in many ways of a generation of New Englanders who have been outstanding and moulded the thought and destinies of the nation. Of that superior type of the New England stock typified in the Longfellows, Whittiers, Parkman, Hildreth, Bronson Alcott, Hawthorne, his father, Oliver Wendell Holmes, poet and physician, Bailey Aldrich and others of a former generation who more than the men of any other section have been in the forefront for what is best in the nation. A type which has passed. More's the pity.

Essex county, the birthplace of his forebears was home to Judge Holmes. Here he came summer after summer. The sea-strain was strong in his veins. On the cool of a summer afternoon he might be seen driven down the North Shore high road behind a span of high stepping hackneys accompanied by Mrs. Holmes, his objective always being Gloucester. He loved the old fishing port redolent of salty smells—anathema to others—but perfume of Araby to him. Here was the last stand of the deep sea—the hardy fishermen of Gloucester. He loved to watch their white-winged schooners coming and going. And his familiar figure and equipage was seen here almost daily in the midsummer for nearly three quarters of a century. When the automobile came he still clung to his high action bays and cariole—refusing to employ the modern time destroying prosaic motor wagon.

Shortly after the monument of "The Fisherman" was placed on the Stacy Esplanade in Western avenue, Justice Holmes came to City Hall and sought out the mayor. Sitting down he related how this statue had affected him and of what it mutely represented. "Tears came into my eyes," he said, "as I saw it for the first time. I have seen about all the principal monuments to men and groups of men in this country, but nothing that has so touched and brought home to me that human kinship and association which comes from the genuine man of the sea—those who for three centuries have sacrified their all to endow this port with the great name it bears for men of heroism and daring."

His life was well rounded. Educated when the standard of Harvard for scholarship was at its highest in literature and law, called to the bar and bench, stepping aside only during the Civil war when the country needed men, wounded in battle returning at the close to civic ranks to take up and carry on his marked-out career, reaching the heights without recourse to intrigue or preference, but solely on his high merit retaining his full faculties and health almost to the very hour of his translation—this was the record of the man.

His last act was characteristic. His will revealed that he had left his modest estate of a quarter of a million to the nation to be used in a manner in which its trustees should seem most advisable. How refreshing in these days when the many-millioned are straining every nerve to retain that from the government which it lawfully exacts from all. Fittingly his remains lie in Arlington that Valhalla dedicated to those high and low who have defended with honor their government in its time of extremity and dire need. Appropriately his epitaph might read "Here lies a great American." We of this generation may not see his like again.

PROF. MARSHALL H. SAVILLE

THE DEATH of Prof. Marshall H. Saville, 68, occurred May 8th at his winter home in New York. He was born in Rockport in 1867. Since 1903 he had been professor of American Archeology at Columbia and had attained high rank in his especial line of research. He was the author of monographs on early Aztec and Zapotec remains in Mexico, and treatises on anthropology and archeology.

He was president of the American Anthropological Society, founder of the Cortes Society, Officier d l'Academie Francaise and member of the Royal Academy of History, Spain; Soc de Georg y Estadistica, Mexico, and Instituto Historic, Peru. During the World War, Prof. Saville held a commission as captain, military intelligence division, U.S.A.

In 1893 he was married to Annie W. Lyon of Salem, who survives him. Their New York home was at 3681 Broadway.

His lineage on Cape Anne dates back to 1722 when Thomas Saville came here from Malden and married Mary Haraden, locating near what is now Annisquam. Just before the Revolution one of his descendants occupied a prominent position under the crown and became an object of popular displeasure by reason of his position. However the family remained. It was numerically prominent in this city up to twenty years ago when the name disappeared. However another branch appears to have gone over to Rockport where a number of generations have made their home.

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ETERNAL

by Ethel Godfrey Loud

I gazed into the unsounded waves of sea
And at the blue horizon's curving length
While salty breezes ever called to me,
"Nature is infinite strength."

I stood at dawn upon a mountain height
And saw the sunrise into glory flower.
It smiled (as storm-clouds disappeared in flight)
"Nature is endless power."

I looked into a naked human-soul
Poised on its way to unknown worlds above,
And half-breathed words into my mind there stole,
"Nature is God and Love."

TO THE DESPONDENT

by Ethel Godfrey Loud

I'm sure that no bit of affection
Is wasted—tho' futile it seems
And we find that our lofty selection
For living may vanish in dreams.

For what really counts is the giving
Of Love—not the getting, indeed.
And we find Love will grow beyond living
If we only have planted the seed.

Art and Dramatic

HUGO FILM COMING

Fredric March, Charles Laughton and Sir Cedric Hardwicke head the brilliant cast of "Les Miserables," Darryl Zanuck's 20th Century production of the Victor Hugo classic, which comes back to the Strand Theatre for 3 days starting July 9.

March is seen as the hero, Jean Valjean, who spends five bitter years in the galleys of a French prison ship for the theft of a loaf of bread and finds his whole life shadowed by this petty crime.

Laughton is cast as Javert, the fanatical detective who hounds him and Hardwicke plays the beneficent Bishop Bienvenu whose kindness and trust launches the brutalized convict on the road to a nobler life.

Richard Boleslawski directed "Les Miserables" from a screen play by W. P. Lipscomb. The distinguished pair worked in the same capacities on Zanuck's recent production of "Clive of India."

Rochelle Hudson, Frances Drake Florence Eldridge,—who is Mrs. Fredric March in private life,—Jessie Ralph and little Marilynne Knowlden head the feminine contingent of the supporting cast while John Beal, who scored in the title role of "The Little Minister," and Ferdinand Gottschalk are prominent among the supporting males in this Joseph M. Schenck presentation released through United Artists.

On the same program you will enjoy seeing Neil Hamilton and Florence Rice in "Fugitive Lady."

BERGNER GREAT IN "ESCAPE ME NEVER"

Before you do another thing—before you see another picture—run (not walk) down to the Strand Theatre and welcome Elisabeth Bergner, the new darling of the film world.

"Escape Me Never," the vehicle which brought this glittering new star to town last night will prove one of the grandest and most memorable experiences of your picture-going life. This story of the tiny waif-like child-mother, Gemma Jones and her love for the irresponsible young composer, Sebastian Sanger—(perfectly played by Hugh Sinclair)—will etch itself forever on your heart. Written by Margaret Kennedy expressly for this magnificent little actress, the role in which she triumphed on both the New York and London stages is perfectly modelled to her genius—and every movement, every glance will hold you fascinated and adoring.

The story which takes Gemma from Venice, over the Dolomites and to London, follows the sometimes-gay, sometimes-tragic tale of the waif, whom the penniless Sebastian found wandering about Venice, starving, with her new-born son and gave shelter. Complications develop, however when Sebastian meets his brother's aristocratic sweetheart, Fenella and falls in love with her. Gemma returns to London but he follows and marries her. While she works as a slavey to support him so that he may finish his ballet, he again takes up his romance with Fenella. The death of the baby and the success of the ballet bring about a tender reconciliation between Gemma and Sebastian, however, and the film ends on an unforgettably touching note.

Bergner's brilliant director-husband, Paul Czinner directed this magnificent film for release through United Artists, and the cast, recruited largely from the stage play is uniformly excellent.

It's our bet you'll be seeing "Escame Me Never," not once, but many times.

On the same program you will see a delightful comedy drama, "Honeymoon Limited," with Neil Hamilton.

LITTLE THEATRE

THE Gloucester School of the Little Theatre inaugurates its sixteenth season Friday and Saturday evenings, July 5th and 6th, with the presentation of "Martine," a play from the pen of the eminent French author, Jean-Jacques Bernard, translated into English from the original French by John Leslie Frith.

Under the co-direction of Miss Florence Cunningham and Mrs. Florence Evans, names long familiar to summer playgoers, the school this year endeavors to offer a more variated program than ever of modern comedies, dramas, farces, and old melodramas.

The opening play, "Martine," brings several old favorites back to the boards of the Little Theatre. Julia Meyer, who has played many parts before Gloucester audiences in the past two years, will essay the leading role, supported by: Tony Alving, an actor who needs no introduction to those who remember his splendid work of many seasons; Lillian Truesdale and Dudley Herbert, who proved themselves personable young performers last year; and Eveline Williams, who first became associated with the school four years ago.

GLOUCESTER SOCIETY'S EXHIBITION SURPASSES ANY FIRST SHOWING IN RECENT YEARS —MANY PROMINENT ARTISTS REPRESENTED

THE OPENING of the 35th Exhibition of Paintings and Sculpture by The Gloucester Society of Artists was held at the gallery, Eastern Point Road, Gloucester, on Saturday, June 29th. Some 500 friends and invited guests were present to view the exhibition and enjoy the attendant social courtesies.

Gayton Whitmore, the curator, was at the door to greet guests as usual and Miss Alice Ernst dispensed programs. Of course President Oscar Anderson and Mrs. Anderson were there and the Mesdames Benjamin Cratz and Antoinette Inglis were in charge of the tea—a very welcome brew on such a hot afternoon.

The Ahls came in quite early. Raymond Carter was present, and so were Miss Bennett Brown, Charles Dennison, and the Frank Briars. Virginia Gruppe was the sole representative of her family and Margaret Fitzhugh Browne also was among those present.

As for the show itself it surpasses any first show of recent years and an observer who was more than casual would be delighted with many of the individual works.

Umberto Romano offers an engaging and extraordinarily good portrait which he calls "Grand Uncle Gaetano." The rheumy eyes hunched shoulders and knotty hands combine to give the impression of melancholy old age. The

(Continued on page 17)

CAPE ANN HOSTELRIES OF YESTERYEAR

All Sections, Except East Gloucester, Show Marked Decline in Summer Hotels --- Same Result Obtains in All Resort Sections

SOME THIRTY years ago a rather cynical young woman commenting on the burning of a mountain hotel remarked that she noticed that none of these hostelries that were in the red were rebuilt. And one was at liberty to draw any inference from the observation that one pleased.

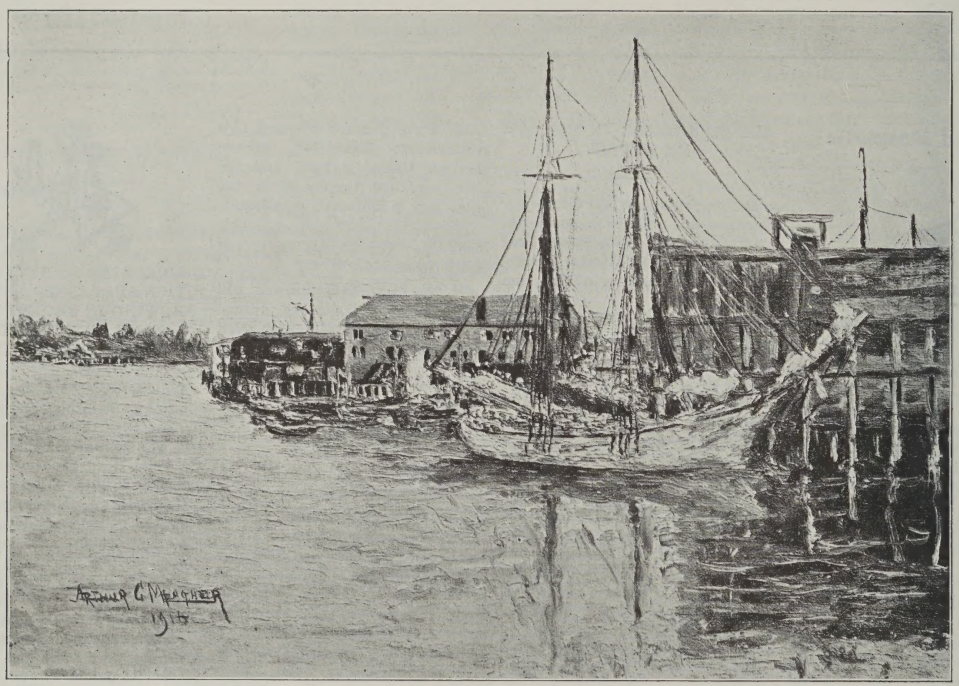
Fifty years ago there was about four times as much summer hotel accommodation as today taking available room space as a unit of comparison. And in this process of erosion the record shows that the cause was mainly listed under one heading.

During the late winter the Good Harbor Beach Inn in the Brier Neck section was destroyed. According to the police report the fire first caught in an adjoining cottage and fanned by the strong wind communicated to the hotel. When the firemen reached the scene it was beyond redemption. A party of young people had occupied the cottage during the evening and a carelessly thrown cigarette was the presumable cause.

The Good Harbor Beach Inn was built some 15 years ago by Edwin C. McIntire who though new to the hotel business, had been about, on its outer fringes in a certain way. He thought he saw a good opportunity for such an establishment. Others did not and he had hard work in getting underway but managed it. His venture proved a success from the first and he built up a clientele that looked upon the hotel as their home for the summer. When they read in the papers that the hotel had gone they wrote and besought him to rebuild. Many of his friends advised him to retire and get out and enjoy himself.

After weighing the matter a solution was presented. The adjoining Briar Inn owned by Miss Cora Grover and Mr. John E. Thurston was in the market. Mr. McIntire purchased and immediately set in motion alterations. A large annex was built on the site of the former hotel with up-to-date fittings and equipment so that Mr. McIntire will be able to accommodate his former maximum number of guests. And his friends have rallied to the rescue to the extent that the accommodations are well subscribed for the season. Thus all hands are made happy, Mr. McIntire's hotel group and he himself who finds it a pleasure to be with his guests.

Harking back to our first paragraphs. At the time mentioned Magnolia had four good sized hotels, the Hesperus, the Oceanside, the New Magnolia and the Blynman in addition to some four or five reasonably sized pensions. Altogether they cared for about 2000 guests in addition to the help running the count up to 3000 people. Just across the line in Man-



THE HARBOR COVE AS IT APPEARED ABOUT TWENTY-FIVE YEARS AGO

The Summer Hotel De Luxe of Cape Ann — The Colonial Arms Which Stood on the Site of "Stoneacre," the Frederick G. Hall Place, Eastern Point.

chester was the Masconomo run by Agnes Booth Schoeffel the actress. Notable were the evening productions on the lawn of the house of the "Midsummer Night's Dream" and other Shakespearean productions, the cast comprising the foremost Shakespearean actors of the country. The Oceanside and Hesperus are all that remain of these hostelries.

Coming over to East Gloucester, hotels that once figured strong in the reckoning were the Pebbly Beach, Bass Rocks, the Cliff house on Brier Neck and later the imposing Colonial Arms, now all among the houses that were.

Down at Rockport the Turk's Head Inn first run by Mr. Nunns who was major domo at the Bass Rocks and Pebbly Beach houses—a first-class hotel man who later went to Portland, the house now under the management of D. P. Clark.

Now in existence are the Straitsmouth Inn and the Manning house near the central section in addition to the well-known Granite Shore. Over at Pigeon Cove some 30 to 50 years ago was the hotel center of the Rockport sector. Here were situated the Ocean View run for years by Mrs. Lougee of Lowell; the Linwood, James Hurd, proprietor; the Pigeon Cove house, Mrs. Ellen Robinson conductor, and the Glen Acre run by Mr. John Swett. The Ocean View and annex one of the larger of this group still is going strong to use a modern phrase. The Linwood passed out some twenty years ago while the site of the Pigeon Cove house knows it no more. The Pigeon Cove house was one of the foremost of the cape, large, well furnished, specially built for the business. It entertained for nearly thirty years under Mrs. Robinson some of the foremost people of the country.

She took great pride in her house. Like most well-born Yankee women she was a meticulous housekeeper and kept a corps of housecleaners busy warring upon the last speck of dust that had the temerity to enter the house. In those days the writer did most of this hotel work and on his annual early June visitation to the house she escorted the newsman literally from the captain's walk at the top of the roof to the foundation stone in the cellar for an inspection. In this enumeration we had not forgotten the fine de luxe hotel of the late Maj. Wilson of Pittsburgh which was among the last word in what one might expect to find in a seaside hostelry. Its doors still swing open to welcome guests as the Hotel Edward. It is of a more recent day.

Having swung around the circle, against the sun so to speak, we complete the circuit at Annisquam. Here two of the large hotels of the place disappeared in a night, the Grand View and the Overlook. They have not been rebuilt. A number of summer hostelries of smaller size still remain —the Brynmere, By-water Inn and the others.

Over at East Gloucester the Hawthorne Inn, Fairview, Delphine, Merrill Hall, Harbor View and at Rocky Neck, the Rockaway, are still strongly intrenched in the affections of their guests. In the Bass Rocks section the Moorland and the Thorwald also are maintained in fitting manner. In fact at East Gloucester the summer hotel appears to thrive and expand as much as in its palmiest days. We forgot to mention those cosy Rocky Neck hostelries, the Pilgrim house and Cove Villa.

So that in about every section of the cape except at East Gloucester we find that the summer hotel has decreased in numerical importance. At Manchester it has passed out of the picture in toto. At Magnolia shrunk to a quarter of its former importance and so on with the exception noted.

In their place the former guests and their children with increased prosperity have built seashore homes of their own and these hotels in those named have not been able to recruit the ranks of those fallen out. It may be that the hotel in the sections may come back to an extent. A cottage with people with pretension to a certain standard of living requires a certain financial outlay which many are unable to meet under present conditions. They may not fall out of the sojourners here but return to the hotel.

This condition regarding the status of the resort hostelry of today as compared with that of forty or fifty years ago is by no means confined to Cape Ann. In fact the comparison is favorable to the cape. A much larger proportion of hotel property has passed out in the mountain sections than down this way. The causes have been widespread and general rather than local.

We note the omission of The Aborn at Magnolia as one of the hotels of prominence that have passed.

MAGNOLIA AND THE COUNTYSIDE

THE NORTH SHORE never looked more inviting than this season. The copious and continuous showers have stimulated vegetation and trees to their ultimate. Much is said about the weather of Old England but if it can surpass that of New England for the first six months of the year as regards rain and fog it has somewhere to go. But that is a matter of doubt. In fact honors are even as regards weather in both countries.

Things go on in this purely cottage section much the same season after season. The owners or lessees have come, that is the advance guard, getting things in order and opening for the summer. The young crowd never puts in appearance until after commencement and the windup, the boat race at New London. Then the season begins to vibrate.

All the "cottages" appear to be occupied. At Magnolia about all of the old guard have returned. From a checkup it looks as if the summer would average perhaps a fourth better than last year and that is a material gain. As we said last year he who looks for a quick recurrence of the boom times of the '20-'30 for the next five years is destined to disappointment.

What about the fate of the high grade summer road houses and seashore night clubs? All up and down the North Shore we note distress signals. Former outstanding establishments have either given up the ghost or are now running under changed names, which in itself caries its own concordance. We note Del Monte's down this way has come under new management, its former chief executive being on the job. Del Monte's came into existence on the crest of the wave of prohibition when the populace spent money for refreshment of all types with reckless abandon and no one to say nay. Everyone had it his own way.

The summer night club was an exotic product of that hectic era. It must have for its sustenance the same free-spending patronage as in the old days. But this depression has mainly hit, and hit hard, the purses of potential patrons. Many, no matter how well disposed, haven't the price. Then what?

Hon. John Hays Hammond and sister, Miss Elizabeth Hammond, arrived in June at their Lookout hill home, Fresh Water cove.

The publication of Mr. Hammond's autobiography during the winter was one of the literary highpoints in the publishing world, the work having been eagerly anticipated and received with the greatest interest wherever the English tongue is extant. Mr. Hammond's experience as a mining engineer and executive, bringing him cheek by jowl with the greatest magnates and potentates of the last of the nineteenth and first of the twentieth centuries replete with much "inside" information, is told in an entertaining and informing manner with an easy style that intrigues the reader to the end. Of permanent and increasing value it will rank high as an historical recomital at first-hand of one of the outstanding figures of his time.

Courtenay Guild and sister, Miss Sarah Louisa Guild, of Boston, who have made "Red Gables" in Norman avenue their home for some years, have arrived for the season.

Mrs. John Fremont Hill of 65 Commonwealth avenue, Boston, has arrived at "Twin Acres" her Hesperus avenue summer home.

Mr. and Mrs. Arthur M. Jones and family have come to "Willowbank," corner of Hesperus avenue and Fuller street, for the season.

Mr. and Mrs. J. E. O'Connell and family of Newton will as for several years past make "Kenmare" in Magnolia avenue, their summer home.

Mr. and Mrs. James E. Esson and family of West Newton are at "Pine Hill" cottage for the season.

Mr. and Mrs. Daniel C. Mulloney of Brookline who several years ago purchased the Curry property facing Norman's Woe spent the winter here. They will remain into the late fall.

Mr. and Mrs. E. P. Brown of Brookline are at their summer studio in Oakes avenue. Their daughter, Miss Pauline, is with them.

The Otis Weld Richardsons of Brookline are occupying their summer home on Norman avenue. This is one of the show places of Magnolia with its well kept and beautiful gardens.

The E. Prescott Rowes of Brookline have arrived at their summer house, Norman avenue.

Mrs. Costello C. Converse of Beacon street, Boston, has opened her Shore road residence for the season.

Col. and Mrs. Edward M. House have moved down the line somewhat from Beverly Farms this season, having taken the Wendell Nichols estate "Blueberry Hill," Summer street, opposite the Essex County club links. Col. and Mrs. House are seen frequently along the main thoroughfares of Gloucester evidently enjoying the atmosphere of this unique fishing port, where men are men and sail the salty seas on the broad heaving spaces of old ocean.

Mr. and Mrs. Donald Cooper and family of Boston are occupying the Sherrill house at Coolidge Point.

The William G. Rueter estate "Little Orchard" is occupied by Mr. and Mrs. Addison G. Closson and family who have formerly summered at Marblehead.

Dr. and Mrs. Frank D. Ingraham of Newton have leased the Caner estate situated on the water front off Summer street, Manchester.

Arrivals in the summer colony are Philip Stockton and family at their estate on Summer street; Mr. and Mrs. J. Warren Merrill at their Smith's Point estate; the Max O. Whitings at their cottage on Masconomo street; the Talbot Chases at their Beach street cottage; H. B. Duane family at the Cove; the Everett Morss, Jr., at the "Rocks," West Manchester; Gordon Abbott, Jr., Harbor street, West Manchester; the Alexander Wheelers at the "Moorings," Norton's Neck; the R. E. Danielsons at their Smith's Point estate; the R. S. Potters and the Eugene Endicotts at their Smith's Point estate; Mr. and Mrs. Wesson Seyburn, Grosse Pointe, Mich., at the Cobb cottage, Blossom lane; Mr. and Mrs. William H. Coburn at "River House," Norton's Neck.

Mrs. Philip Dexter and Mr. and Mrs. Charles R. Codman of Boston and Manchester sailed in May for France later continuing on to Spain and Portugal. Mrs. Dexter plans to sail for home on July 1st. In the meantime her cottage "Boulderwood" is occupied by her son and daughter-in-law, Mr. and Mrs. William Dexter and children.

Miss Elizabeth Putnam of Commonwealth ave., Boston, has opened her cottage on Masconomo street for the season.

Mrs. A. M. Merriam of Boston is settled for the season at her West Manchester cottage.

Emmanuel Chapel, the little summer church on Smith's Point, opened its doors for services Sunday, June 23.

Rev. Phillips Endecott Osgood, D.D., L.H.D., Rector of Emmanuel church, Boston, will again be in charge, preaching each Sunday morning.

The services each Sunday are at 10:30 a.m. After the morning service on the first Sunday in the month and at 8 o'clock on the third Sunday in the month, there will be a communion service. The services, although under the auspices of the Episcopal church, are non-denominational and members of any church will find them attractive.

The trustees of Emmanual Chapel are George N. Whipple of Boston, Warren Sturgis of the Groton school and Reginald Foster of New York. The women's committee includes Mrs. Roger Hooper, Mrs. George Denny, the Misses Sturgis and Mrs. S. Boylston Beal, all of Boston and Manchester.

THE ROCKPORT SHORE

ROCKPORT sustained a substantial loss in the death of Prof. Marshall Saville. A native whose tap roots ran deep into the soil he had an abiding interest in his birthplace. Rockport had no more loyal son anxious to forward her interests in every way. The Historical society collection, a valuable gathering of local articles illustrative of the peculiar conditions prevailing in the town in various periods, probably never would have been assembled, or if begun advanced to the degree to which the enthusiasm and energy of Prof. Saville brought it. While the indispensable man has not arrived there comes a time when one is removed whose place cannot be exactly filled and whose loss becomes more apparent as time passes.

Miss Betty Carter of New York City has taken the Yellow Bowl studio for the summer on Bearskin Neck. Miss Carter has been painting in New Mexico this past winter.

Yarnall Abbott of Philadelphia has arrived at his studio, Main street, for the season.

Mrs. Carolyn C. Emery and son Gilbert of Philadelphia are the guests of Mrs. Emery's father, Gilbert T. Margeson of Atlantic avenue for the summer.

Mrs. Earl Horter of Philadelphia has taken the Tresnon house, Mt. Pleasant street, for the season.

Mr. and Mrs. Thomas R. P. Gibb of Marmion way have returned from a week's visit at Jackson, N. H.

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Judge and Mrs. Thomas F. MacAnarney of South street have returned from a trip to Virginia, where they left their daughter Peggy at a summer camp.

Mr. and Mrs. George A. Cofren of Boston have arrived at their Bearskin Neck cottage for the season.

Mr. and Mrs. Louis Tarr of Medelin, Columbia, South America, and their three children, Rita C., Diana and Eiline, are the guests of Mr. and Mrs. Arthur Frithsen of Hooper court for the summer.

Orrin C. Poole and family of Boston are at their home on High street for the season.

Miss Mary N. Donahey and Madame A. Pavillard of Cleveland, O., have arrived for the summer at the Thibeault apartment, Main street.

Mrs. James Scales and daughter of Akron, O., have been at their cottage on The Headlands for a short visit. They plan to spend the summer in Europe.

Charles Evans of Boston is at his cottage, York avenue, The Headlands.

Mr. and Mrs. Harrison Cady have arrived at their home, Atlantic avenue, for the summer. Mr. Cady is the nationally known illustrator.

Prof. and Mrs. Alfred Churchill of Northampton are at their home on Spring lane for the summer.

An Exhibition of
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LANESVILLE

Mr. and Mrs. Edgar Breed of Medford and family are at their summer home on Hickory street for the season.

Miss Alice Steer and Mr. and Mrs. Garnet Doughty and son of Melrose Highlands are at the Steer summer home for the season.

Miss Laura Chard of Melrose has opened her summer home on Sawyer avenue for the season.

The Misses Helen and Edith Dennison are at their summer home, Hickory street, for the season.

Mrs. Scott W. Mooring and son, Scott Mooring, Jr., who spent the winter months in Texas, have arrived at their summer place for the season.

Dr. and Mrs. Strangman and daughter of Salem, are at their summer place for the season.

Mr. and Mrs. Herbert L. Crowley and son, Herbert L. Crowley, Jr., of Belmont, have arrived at their seashore home for the season.

Mr. and Mrs. James Whippen and son Willard, of Cambridge, have come to the Whippen summer home.

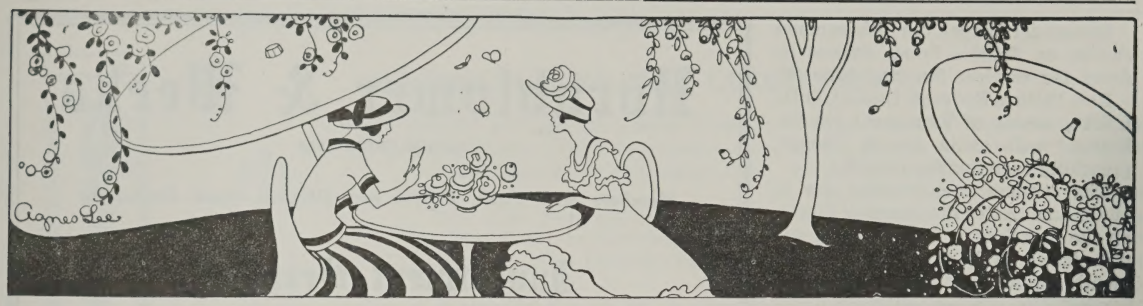
Mr. and Mrs. Frank Toomey and children of Somerville are occupying Camp Kozy again this year.

Bernard Crowley and family are occupying the Cleaves home on High street.

Mr. and Mrs. Edward C. Hall of Watertown are at their summer home on Norseman avenue.

Mr. and Mrs. Benjamin Bicknell and family of Malden have opened their summer home, "Bickledge," for the season.

Sherwood McLaughlin of Boston has purchased the Griffin home, corner Hickory street and Sawyer avenue for a summer residence and is in occupancy.



EASTERN POINT

ALTHOUGH June was not exactly a period of sunshine those who came during the month were favored with some of the most exquisite moonlight views of Gloucester bay seen in a generation. At its full in the middle of the month, dull days being followed by clear nights the spectacle was one to be remembered. By and large there are few places along the coastline as beautiful as this same rugged stretch of Cape Ann. And then there are the sunsets, million-tinted, literally closing the day in a blaze of glory. By the old token, the law of opposites —we should be in for a hot dry summer.

The week closes with a night before rush to the seashore—everyone wants to get away to his summer place on Independence day.

Col. and Mrs. John W. Prentiss, as is their custom opened their summer place "Blighty" early in the season and are established until after the Christmas holidays. They make a long season. During the middle of the month Mrs. Prentiss entertained some 200 of the Gloucester Woman's club and the occasion proved highly enjoyable, the visitors being afforded an opportunity to acquaint themselves with the beauties of the locality at close hand. Mrs. Prentiss was assisted by her sister Miss May Murray Kay and the officers of the club in dispensing the hospitalities of the occasion.

The Glorious Fourth was signalized as usual by displays of fireworks all along the shore according to the orthodox prescribed style of observing the natal Independence day.

The Rockaway hotel opened its door on Friday, June 28, for another season, and Mr. Publicover announces an excellent booking for the coming month.

Mr. and Mrs. Charles Riter of Philadelphia, who have spent 17 consecutive summers at the Rockaway, have returned, and will stay until the hotel closes.

ROCKY NECK

Ralph Pearson and family are staying at the Davis cottage, Mt. Pleasant avenue, for the season.

Mrs. Seymour A. Walen, who spent the winter and spring in West Palm Beach, Florida, has returned to her home in Rocky Neck avenue.

Miss Bernice L. Williams of Boston has taken an apartment at 25 Wonson street, for her fifth season, remaining each year until late fall.

Mrs. George Mixter (Felicié Waldo Howell), well-known artist and her grandmother, Mrs. Kinner, have arrived at their cottage on Wonson street for the season.

William J. Little of Boston is staying in one of the Sibley studios for the season.

Mrs. William Eaton of Boston has arrived at her studio for the season.

Stanley Woodward, artist, of Framingham, is located on Bass avenue this season. Mr. Woodward has spent several seasons in Ogunquit, Me.

Lieut. Lesley Skinner and family are staying in the Breckenridge cottage on Rocky Neck avenue for the season. Mrs. Skinner is the daughter of Hugh Breckenridge and the late Mrs. Breckenridge.

Mrs. Walter Palmer of New York has arrived at her cottage on Wiley street for the season.

Miss Ruth Hallock, and sister, Louisa, of New York, are stopping at their cottage on Wiley street.

William Duckett of Boston, has arrived for the season.

Miss Marion McIntosh, the artist, who is an annual summer guest at Cove Villa is spending the summer in Ireland.

Mr. and Mrs. John Tileson (Sallie and Jack) and Jack, Jr., have arrived for the season.

Miss Jean Chamberlin of New York, an annual summer resident, has arrived at her studio for the season.

Mrs. Charles Gruppe and daughter Virginia, of New York, have arrived at their cottage on East Main street. Mr. Gruppe, the well known artist, will join them later.

BASS ROCKS

THE SUMMER SEASON has opened at the Bass Rocks Golf Club and several large luncheon parties have been given. Fourth of July will be celebrated by the usual dinner, and the committee planned many interesting events for the coming months at their luncheon on June 27th. The weekly bridge luncheon is on schedule beginning July 9 and the club is making a specialty of afternoon teas this year.

Miss Clara C. Gilbert has been elected chairman of the ladies committee, with Mrs. John S. Nash treasurer and Mrs. John L. Barr secretary. Others on the committee are Mrs. Edward B. Sargent, Mrs. William D. Elwell, Mrs. John L. Newell, Mrs. Lester A. Barr, Mrs. Francis A. Brewer, Mrs. C. Braxton Dallam, Miss Harriette Ellis, Mrs. Raymond S. Farr, Miss Amelia F. G. Jarvie, Mrs. Victor Kauffman, Miss Emily McGuckin, Mrs. Charles R. Ogilby, Mrs. Arthur T. Safford, Miss Helen T. Shaw, Mrs. Fred A. Singleton, Mrs. James L. Stuart, Mrs. Edward C. Wilson, Mrs. Charles P. White, Mrs. Harry T. Harmon, Mrs. John S. Nash, Mrs. Horace F. Baker, Mrs. Frederick G. Boyce Jr. and Mrs. Sterne.

Andrew N. Wilson, Jr., and family of Boston are established in the Fleitz cottage for the summer,

"Felsensprung," has been taken for the season by Harry G. Stoddard and family of Worcester. They had the cottage last season.

Mrs. John McGaw Foster of Cambridge is spending another season at her Atlantic road summer house.

The Misses Harriette and Kate Ellis of Brookline, have returned to their Beach road house for the season.

Former cottagers returning are Samuel H. Pillsbury and family of Milton. Their home is in Atlantic road.

William Talcott Kimball and family of North Andover make their mid-season home at their Atlantic road cottage.

The James W. Newells of Brookline are passing the summer at their cottage Nautilus road.

MILADY GOES SHOPPING

Gloucester, Mass.

Dear Daphne:

I am roosting precariously on a bed of slippery pine needles in the little grove back of the house, so if my writing looks shaky, that is the reason. Why do I choose such an uncomfortable seat? Because, my dear Daphne, my aunt Gussie and cousin Mervyn are in the house, and I prefer the solitude of this spot, fuzzy caterpillers and all, to a session with the relatives.

By some miscarriage of telegrams (all the fault of the aunt) she arrived at Brackenmoor two days before I did, which meant that the house was unopened and not fit, as she put it, "for human habitation." Heretofore, as you know, I have come down a week in advance and opened the place, and I should have done so this year, but she got the dates mixed (she declares she didn't) and the place wasn't ready for her.

We have been here three days now, and we are still in turmoil. I have spent nearly every minute since my arrival in buying new things for the house, and replacing those that were worn out. Now, the aunt informs me that she is going to let the lodge this summer, and I am to fit it out. "It is to be occupied," she tells me, "by a very meritorious young man, whom you could do worse than consider." Matchmaking again, of course, but I have learned through several experiences to give a cold shoulder to any paragon she might urge upon me. The last one she sponsored left town hastily after passing a bad check.

The first thing I did was to go into L. E. Andrews' for a can of paint and a screw driver, and come out with a coffee service, a large galvanized watering can, a set of heavenly blue goblets, and a cat's basket. To the last, an elegant affair of light colored straw, I added a large pink satin bow, and presented it to Annie Laurie, Aunt Gussie's homely tiger cat, because I knew that was the easiest way to ingratiate myself with Annie's owner, and under the circumstances, I stood in dire need of intercession. I stand in more need of it now, for I have just finished slapping the Devoe's lead and zinc paint very neatly over the back porch, and I remember (breaking out in a cold sweat at the very thought) that I was supposed to get *seal brown* and not *Colonial yellow!*

This morning Banner drove Mervyn and me over town shortly after breakfast, and we came back laden with loot. The lodge, it seems, is to be completely "done over"—the tenant must be of royal lineage at least to cause the aunt to go all out like this, for the motto that hangs over her bedroom mantle is "Waste not, want not," and she is always taking me to task for extravagance. A lot of things like screws and door knobs and various bits of hardware were needed, it seems, and fortunately one can get anything of that sort from L. E. Andrews, for they carry a large assortment.

Then she wanted a refrigerator for the gentleman, so Mervyn and I shopped around for one, and got so bewildered by the samples displayed that we left the choice to auntie. The new gas electrolux boasts a stunning cabinet of perfect modern design, and is absolutely silent. The ice trays all work with a trigger, and there's another gadget for releasing the cubes, so you don't have to freeze your hands dousing them in a pan of cold water. As for its efficiency, there are no moving parts, so it can't wear out or get out of kilter. The gas and electric companies who both occupy one office now are selling the Electrolux, and they also carry the Westinghouse and General Electric models.

Not wanting to come to a decision before we had seen everything we went into the Cape Pond Ice company's office and looked at their Coolerators. The greatest asset of *these* is that they wash the air, and all odors from the food are carried down the drain into the glass trap. Every thing can come out and be washed, and the corners of the porcelain floor are rounded, to facilitate cleaning. The finish—white enamel—is tough as anything, won't chip or peel—you can even whack it with a hammer if you feel so disposed.

As I said before, we left the final choice to Aunt Gussie; she's to go down this afternoon and look them all over.

Our next stop, after brief but important visits to the Cape Ann National (for me) and Gloucester National (for Mervyn) banks, was at the First National market, where we stocked up on provisions sufficient, I think, to see us through a hard winter. Banner became rather testy by the time he'd transported the fourth load to the car, and his temper wasn't improved by Mervyn's lingering about a quarter of an hour afterwards over three pineapples to see which was the largest.

After that, just when I thought we were ready to go home, I remembered you said you want me to look for a bathing suit for you, so we went over to W. G. Brown's, Mervyn enquiring acidly if I were the community shopper.

And aren't the bathing suits fascinating this year! Really I had the most awful time choosing, for everything looked so enticing. There were the cutest trunks, of all different colors — a nautical blue pair took my eye, emblazoned as it was with brass buttons and white braid, and it would be stunning combined with one of their halters of white wool with blue wheel and anchor motif. I didn't get that one for you, though, because I knew you preferred brown. I found a one piece suit (not one of those clumsy things with high backs, but cut low and away at the sides) in a glorious shade of coral pink which I think would be vastly becoming to you, but you said brown, so brown I got. It consists of brown trunks laced at the sides with yellow, and a yellow halter trimmed with a brown motif. Very snappy.

The prices struck me as rather lower this year than usual, or at least there were a lot of low priced suits. One I saw that I thought very good looking sold for only 2.95, and there was the funniest net cap that went with it — nothing more than a dot with a button in the middle. I should love to see Aunt Gussie in it! The famous Jantzen suits begin at 4.50, and you can get a rubber suit for 1.00.

By the by, if that beach by your cabin is the sort most river beaches are, you'll need bathing shoes. I never could see why people chose to prance over jagged glass, pebbles and clam shells barefoot. I suppose there's some suggestion of being impervious to petty discomforts—or perhaps they fancy themselves akin to those curious savage tribes who dance on white hot coals,

(Continued on page 16)

BUSWELL-NIEMI CASE

A CAUSE CELEBRE which touches the North Shore and much of the country generally has just been settled in the Massachusetts Civil courts by which Leslie Buswell of Stillington hall, Fresh Water Cove, agreed to settle with Tynne Niemi, a maid formerly in his employ, for damages which Miss Niemi asserted she had received by reason of her unjust incarceration in an insane asylum in the sum of $15,000.

Buswell sought to establish what might be called the summer salon of the beaux arts at his picturesque villa which had as an annex a private theater. Here were brought the foremost artists of the country and to them came the elite of the exclusive North Shore.

Included among these artists was a tenor whose cause Buswell attempted to forward in these concerts, becoming in a way his sponsor. In the Buswell household was an attractive maid, Tynne Niemi of Finnish parentage, prepossessing of what may be called the Greta Garbo type who had received a good education.

It so happened that a romance sprang up between the tenor and the attractive maid which ripened quickly especially during an absence of the vigilant Buswell. When the latter became cognizant of what was in the wind between maestro and maid he immediately got into action to put an effective stop to what he considered a mesalliance. According to the testimony in the courts he procured her incarceration in an insane asylum. Her folks, resident in Gloucester, being of slender means besought her release which was eventually effected with the assistance of friends and the girl declared sane.

The suit was brought for $50,000 damages against Buswell. It was defended, but a jury sustained the contention of the maid and awarded her $14,000 damages. The presiding judge, Goldberg, thought this too much and shaded the amount to $5,000. The Niemi party refused to consider this and appealed to the supreme court of the state. That body sent it back for another trial, not because of unsubstantiated facts—on the contrary the finding of just cause for damages was upheld. The Supreme justices said the case should be reheard so that the question of damages only should be determined. Rather an unusual—but strictly in order—procedure in this unusual case.

The case went to its second trial for damages and a jury promptly raised the damages to $24,000 nearly double the first and five times Judge Goldberg's assessment. After mulling over the matter for a time both parties recently arrived at a compromise figure of $15,000 outright without costs.

POMEROY - HARRIMAN

MISS Charlotte Harriman, daughter of Mr. George W. R. Harriman of 145 East 52nd Street, New York City and Dr. Richard Bruce Pomeroy of New York, son of Dr. and Mrs. Irving H. Pomeroy of Gloucester, were married Saturday afternoon in the garden of the home of the bride's cousins, Mr. and Mrs. Milton C. Lightner in Ridgewood, N. J. The bride was given in marriage by her father, and was attended by her sister, Miss Elizabeth Harriman. Dr. Irving H. Pomeroy, Jr., brother of the groom, of Gloucester, was best man.

The ceremony was performed by the Reverend Dr. Arthur M. Hughes of the West Side Presbyterian Church of Ridgewood, and was followed by a reception for the immediate families and intimate friends.

Mrs. Pomeroy is a singer, well known in concert and radio in New York. She is formerly of Boston and Washington. She attended the Madeira School for Girls in Washington, and the Conservatoire Americaine in Fontainebleau, France. She is a member of the Barnard Club.

Dr. Pomeroy was graduated from Huntington School and the Harvard Dental College. He is a member of the Delta Sigma Delta, Quill, Barnard and Lotos Clubs, and is a member of the New York Academy of Dentistry and an associate editor of the New York Journal of Dentistry. After a wedding trip Dr. and Mrs. Pomeroy will live in New York City.

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THE ANNISQUAM REGION

NEARLY ALL former cottagers of recent years, plus some newcomers, are settled here for the season and the census totals about as usual and, as usual, the community social center will be the yacht club house. The schedule there will be about the same as last year with the annual Independence Day supper and the yacht race signalizing the opening of the active season which will be continued until the "fare ye well" supper Labor Day night. The racing classes will be about the same as last year, mainly Bird and Fish boats.

One summer resident certainly shows courage in these parlous and taxable times in building a summer home—about the only example of new cottage building of any pretence within our ken along the line. It was built for Mr. and Mrs. G. Howard Allen of Boston and is in the last stages of completion — destined for this season's occupancy—on Norwood Heights, occupying a commanding site sweeping the horizon segment from the Essex woods to Halibut Point. It was begun two months ago.

Rev. Dr. and Mrs. Eugene R. Shippen were among the late Spring arrivals at their summer home "The Casements" in Arlington street. They spent the winter in a settlement of congenial friends inland from Orlando, Fla., and speak well of that section as a desirable winter home from many standpoints. Dr. Shippen continues actively interested in forwarding various interests of the village, a valued member of the community.

Mrs. Benjamin A. Smith, after a winter in Southern California with her daughter Mrs. Moore, has opened her seaside home at Annisquam Point. With her are Mr. and Mrs. Everett T. Brown and family of Upton.

R. Russell Smith and family, who for several seasons past have spent the winter at Magnolia, have returned to their cottage on Wigwam Point. Their son Benjamin, a student at Gov. Dummer Academy where he was outstanding in athletic and scholastic circles, is headed for Harvard.

The E. H. Hill family of Brookline are at the Lord cottage on Cambridge avenue for another season.

The H. G. Thompson family of Montclair, N. J., are again spending the summer season at Wavecrest, Norwood Heights.

David Stevens from Boston has opened his summer home, The Halfway House, Arlington street.

The Clifford Roberts family of Winchester are at their Rockholm cottage for the season.

Mr. and Mrs. Malcolm L. Monroe of Cambridge are at the Ricker camp, Dennison street.

The Walter Welles family of New Haven are at the Damon cottage, Cambridge avenue.

The J. C. Mecham family of Lake Forest, Ill., are at the Upper Orchard cottage on Adams Hill for the summer.

The H. D. H. Williams family of Concord are at their summer cottage in the Hermit Ledge colony.

Rev. and Mrs. W. Brooke Stabler and Mr. and Mrs. Brooke Stevens are at the Bent Homestead for the summer season.

The Arthur M. Wiggin family of Holyoke have opened their summer home, "Toddington," for the summer.

The William E. Bowlen family from Holyoke are at "Juniper Ledge" for the season.

Mr. and Mrs. Samuel Usher II, have opened their summer home on Barberry Shore and are here for the season.

Mr. and Mrs. Edwin Seaver of New York City are spending the summer at the Bunny cottage, Arlington street.

Mrs. Charles J. Bliss and family of Melrose have opened "Cedarhurst" on Dennison street for the season.

Mr. and Mrs. Henry A. Wise Wood of New York have opened "Sheeprocks" their summer home on Adams Hill, for the summer.

MEGREW - FRENCH

MISS Rue Elizabeth French, daughter of Mr. and Mrs. Hollis French of Boston and Annisquam and Alden Frick Megrew of Milton were married Saturday, June 22, at St. John's Church, Beverly Farms by Rev. Brooke Stabler assisted by Dr. Phillips E. Osgood and Rev. Bradford H. Burnham. Miss Beatrice B. Adams of New York was maid of honor. Dyson Duncan of New York was best man. After the wedding a reception was held at the summer home of the bride's parents, Squam Rock rd., Annisquam. The bride is a graduate of the Winsor School and of Vassar, '33, and a member of the Vincent club. The groom is a graduate of Phillips Exeter and Harvard, '32.

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YACHTING

THE YACHTING season on Cape Ann opened somewhat later than usual. For some years past the season has been in full swing, except at Annisquam, by the middle of June, Eastern Point and Rockport starting the ball.

Cape Ann is one of the major yachting centers of the North Atlantic. Its four clubs, Eastern Point, Annisquam, Sandy Bay and Conomo Point combined present a roster of some one hundred boats. Unlike Marblehead whose yachting activities is mainly centered in one organization, the Corinthian club, the Cape Ann activity is divided into four organizations. This comes about because the coastline of Marblehead is limited to its one harbor while Cape Ann with its irregular circle of 16 miles, offers opportunity along its stretch of coast for these four organizations and naturally divides off into sections.

There have been no marked accessions of craft to these clubs during the winter, and the fleet will start off with practically the same classes and numbers as last year. Saturdays and Sundays will be the red-letter days of the schedule with perhaps some mid-week racing at Eastern Point and Rockport.

During the '20-'30 decade Gloucester staged the only international marine contests of major note, with the exception of the Queens cup races at Newport, along the entire North Atlantic. We refer to the Fishing schooner races both International and national off the Gloucester course — events which challenged the attention of the entire world. Aside from the Queens cup races these were the outstanding events in salt-water racing on this continent. The almost total disappearance of the all-sail fishing schooner type makes a revival of these contests problematical. As conducted in later days they were far too expensive. Perhaps the greatest all-time of these events was the 250th anniversary race of August '92 sailed in a living gale—a truly epic performance.

The maritime spirit seems to persist and revive in the oncoming generation. Witness the groups of college boys which sail from this port in the excursion windjammers, the Yankee and Wanderbird and others, encircling the seven seas in their quest for adventure. The lure of the sea will always beckon. With easier financial days much of this will be translated into yacht owning and club membership.

Yacht racing on the Cape in an informal manner dates back to the early days of 1870 the Old Cape Ann club being the parent organization, followed in the 80's by the Annisquam club which still maintains its prestige as the oldest yachting club on Cape Ann and on the New England coast as well, with the exception of the big boat Eastern club at Marblehead.

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YACHTING SEASON OPENED AT EASTERN POINT AND SANDY BAY JUNE 29

GLOUCESTER, June 29 — The yachting season at the Eastern Point Yacht Club was formally opened this afternoon, four classes jockeying for the word. A new division appears this year, the Star class being represented by two boats.

The race as a whole was tame and those who got the jump at the start, won then and there. Mrs. Frances Carter's Mojala, formerly Commodore Wiggin's Tabasco, was the fortunate one in Class R.

Less than a half minute over the line in the lead she carried the breeze with her and left the Bonnie Prince handcuffed. It was three minutes before the latter got headway on and her jig was up.

At the time the southerly breeze was hardly more than two knots but it strengthened gradually the farther off shore. The course being six miles round trip windward leeward trip to the mark beyond the Whistler and return.

It was the same story in the other two classes. In the Triangles, Injun, second boat on the run home stood up toward Kettle Cove and got a fine slant from off shore rapidly overhauling Idol, but could not just do the trick. The little Cape Codders with a course inside Gloucester Bay had better wind luck.

The lead veered between Popeye Guerriere and Swan but on final leg the Sailor had his weather eye working and won out. The summary:

CLASS R 20-RATERS

Name and Owner	El Time
Mojala, Mrs. Frances Carter Bonnie Prince. James L. Stuart, Jr.	1:48:43 1:50:01

TRIANGLE CLASS

Idol, Elizabeth Stewart	1:56:31
Injun, Hastings Gammage	1:57:05
Blask Bess, J. Henry Sleeper	1:59:04
Triton, Jane Rosenthal	2:00:11
Alito, Cunningham Brothers	2:01:39
Kitmer II, M. L. Talbot	2:03:15
Cursor, W. G. Brown, 3d	2:13:53
Carelcilla, Priscilla Wonson	2:15:20
Scalene, Torrance Baker	withdrew
Tantala, Hyde Cox	withdrew

INTERNATIONAL STAR CLASS

Saturn, Mrs. J. S. Raymond	2:05:01
Midge II, Isaac Patch Jr.	2:09:40

CAPE COD KNOCKABOUTS

Popeye, Carroll Wonson	1:38:45
Guerriere, Pauline Raymond	1:39:05
Swan, Mary L. Baker	1:39:07
Mickey Mouse, Margaret Smith	1:39:19
Touareg, Laurence Brown Jr.	1:45:00
Old Ironsides, Joan & Ann Raymond,	withdrew

AT SANDY BAY

ROCKPORT, June 29 — The Sandy Bay Yacht Club sailed its first race of the season this afternoon in a steady eight-knot southerly breeze.

The course was triangular and repeat a close reach to Straitsmouth, a run across to Andrews Point and a beat back.

The California in the Star class had a piece of hard luck. She was leading by a good margin at the run to Andrews Point, but when coming into the wind her jib stay gave up and threw her off stride, Star of India forging into a lead, which she held although hard pressed by Sans Souci. The summary:

SANDY BAY 15 FOOTERS

Julo, Joseph F. Lockett Jr.	1:57:10
Mamie, John Chinciola	1:58:20
Bobeno, Benton C. Storey	1:58:56
Myrtice A., Lindley I. Dean	1:59:47

TRIANGLE CLASS

Allegra, Jerry Bruno	1:51:55
Memekoe, Tewksbury Brothers	1:52:24
Trident, Dr. Roy Wheeler	1:53:27

INTERNATIONAL STAR CLASS

Star of India, Wendell and Hale	1:58:19
Sans Souci, Homer Clark	1:58:55
Maidie III, Gifford Beal	2:00:20
Eclipse, Guy Hale	2:00:40
California, Currier Smithe	2:03:15
Ibex, Max Kuehne	2:03:57
Ara, H. G. Bradlee	2:04:42

CLASS O

Hard Tack, Fred Davis	1:35:05
Sandboy, Reynolds Beal	1:35:15
Big Dipper, W. J. Carter	1:36:10
Pegassus, Dick Hanna	1:37:18
Sea Maid, Edith Cooney	1:37:35

PILOT CLASS

Green Horn, H. C. Tufts	1:23:15
Shirlidee, Johnson Bros.	1:24:12
Flash, Tom Murphy	1:32:55

TWO CLASSES BECALMED IN SANDY BAY CONTESTS

ROCKPORT, June 30—Fluky air made slow racing for the Sandy Bay Yacht Club fleet this afternoon with Menikoe, Sans Souci and Big Dipper winning in the Triangle, Star and O classes.

The Pilot and Sandy Bay fleets were left in the doldrums as the southerly faded in the late afternoon and had to be towed in. Flash and Bobeno were leading. The summary:

Make your summer stay more pleasant and economical by buying your food at our combination markets in Gloucester

57 Washington St. 147 Main St.

Rockport — 37 Main St.

MEATS FRUITS FISH
BAKERY PRODUCTS
GROCERIES VEGETABLES

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Pringle's History of Gloucester, 1892
The Gloucester Tercentenary Book
ALSO FOUR LOG BOOKS OF DEEP SEA VOYAGES
FOR SALE AT
AARLNDCB, SH
125 MAIN STREET GLOUCESTER

TRIANGLE CLASS

Name and Owner	El. Time
Menikoe, Jerry Bruno	2:44:00
Allegra, Tewksbury brothers	T.N.T.
Trident, Dr. Roy Wheeler	T.N.T.

INTERNATIONAL CLASS

Sans Souci, Homer Clark	2:28:28
Eclipse, Guy Hale	2:29:28
Maidie II, Clifford Beal	2:38:25
Ibex, Max Kuehne	2:54:40
Star of India, Wendell and Hale	3:00:00
California, Currier Smith	Withdrew
Ara, H. G. Bradlee	Withdrew

CLASS O

Big Dipper, Damon Carter	2:09:40
Sea Maid, Edith Conney	2:15:43
Sandboy, Reynolds Beal	2:17:45
Hard Tack, Fred Davis	2:17:45
Pegasus, Dick Hanna	T.N.T.

MOJALA AND INJUN WIN

GLOUCESTER, June 30—Eastern Point crews wrestled with the vagaries of the wind this afternoon and Mojala finally picked up wisps of the streaky southerly to slide over the finish line for a second straight victory.

Hastings Gamage worked out a comfortable lead for Injun in the 2¾-mile beat to the weather mark off the point and was unchallenged in the fading air on the run home.

The Star class failed to finish, Mrs. J. S. Raymond's Saturn holding the edge. The summary:

CLASS R. 20-RATERS

Name and Owner	El Time
Mojala, Harry Wheeler Bonnie Prince, James L. Stuart, Jr.	2:48:45 2:57:01

TRIANGLE CLASS

Injun, Hastings Gammage	2:56:10
Triton, Jane Rosenthal	3:01:15
Black Bess, J. Henry Sleeper	3:03:45
Carelcilla, Carlton W. Wonson	3:04:10
Idol, Elbridge C. Gale	3:04:12
Alito, Cunningham Brothers	3:05:45
Scalene, Torrance Baker	3:13:20
Tantala, Hyde Cox	3:16:25
Cursor, William G. Brown 3d	3:33:10

ROCKPORT C. C.

Handicap Medal

Qualification for Directors' Cup—W. J. Powers, 90—72; Frederick H. Tarr, Jr., 83—73; C. T. Porter, 81—75; Henry L. Marshall, 94—76; Dr. Earle R. Andrews, 98—81; Dr. William R. Irving, 111—85; Dr. Milton A. Dexter, 114—88; L. P. Mitchell, 111—93.

Best Selected Nine

James A. Sudbay, 42—29; W. J. Powers, 40—31; Rex Bradlee, 41—32; I. S. Hall, 42—32; Frederick H. Tarr, Sr., 43—32; Raymond C. Allen, 44—32; Dr. C. T. Porter, 37—33; Leighton H. Yorke, 38—33; Frederick H. Tarr, Jr., 38 —33; O. C. Stiles, 42—34; R. Carlson, 42—36; Dr. Ronald P. Hallett, 47—37; Louis A. Rogers, 49—37; J. P. Klous, 48—38; Leon D. Lothrop, 47—39; Dr. William R. Irving, 52—39; Dr. Earl R. Andrews, 49—40; Dr. Milton A. Dexter, 54—42; L. P. Mitchell, 51—42.

ROCKPORT C C

Sweepstakes were on the program at the Rockport Country club on Saturday and Sunday, June 22, 23, first of the 1935 week-end tourneys. W. F. Winchester led on Saturday with a 73. Yesterday, Oliver Nelson was the lead with a net of 68.

Saturday—W. F. Winchester, 99-73; Frederick H. Tarr, Sr., 97-76; Thomas R. P. Gibb, 101-75; Frederick H. Tarr, Jr., 86-76; Louis A. Rogers, 101-77; Capt. Loren A. Jacobs, 91-79; Leon D. Lothrop, 95-79; I. P. Klous, 99-80; Sumner D. York, 110-86.

Sunday—Oliver Nelson, 92-68; O. C. Stiles, 87-71; Frederick H. Tarr, Sr., 94-72; Thomas R. P. Gibbs, 99-73; Dr. L. F. Coy, 83-73; Frederick H. Tarr, Jr., 86-76; Capt. Loren A. Jacobs, 90-78; Dr. W. F. Winchester, 103-79; Leon D. Lothrop, 97-81; Louis A. Rogers, 105-81; I. P. Klous, 101-81; I. S. Hall, 100-83.

OBITUARY

(Continued from page 4)

Prof. Saville easily holds a position as one of the foremost of Rockport's native sons in the past fifty years. He was greatly attached to the place of his nativity where he spent the summer months. His monument may justly be said to be the Rockport Historical society which he brought into being and which by his enthusiasm, communicated to the whole townspeople, has resulted in an historical collection, documentary and otherwise which few communities of its size may duplicate and many larger may not equal. We understand that suitable memorial observance is in contemplation at some time during the summer. This is as it should be.

(To be concluded next issue)

MILADY GOES SHOPPING

(Continued from page 11)

but it all seems very silly to me. You don't need to wear old sneakers that feel as if someone had grabbed you by the feet when you get into the water, and go squidgie - squidgie - squidgie when you come out, either, because Brown's is selling something perfectly swell in the way of a rubber soled net sandal with cotton cord ties that look just as well out of the water as in.

I don't know if you have any need of a bag to carry your bathing things in, but if you have I can get you a gay printed affair rubber lined for as little as 35 cents, or a larger one with a wooden top that looks exactly like a swanky knitting bag for 1.00.

I forgot to tell you about the bathing caps. Of course they were "many and varied," but I picked out a very intriguing concoction for you in butter color with a brown pompom on top.

Poor Banner had nearly given up hope of ever getting us home, I fear, but we finally edged in around our bundles (Mervyn's long legs were dreadfully hard to install on account of the impedimenta on the floor) and we started bowling back toward Brackenmoor, when I remembered I had been given strict injunctions not to neglect calling at the post office for any mail from Hornblower and Weeks that might have come during the day. I'm not quite sure what Banner muttered when I told him we'd have to go back, but I doubt if it was anything I could reproduce here.

The fact that there *wasn't* anything from Hornblower and Weeks, didn't lessen the strain any, and when, after we had made a second attempt to return, Mervyn recalled the fact that his sole purpose in driving over had been to purchase a can of Gorton's finnan haddie (of which he is inordinately fond) and insisted on going back after it. I really feared that Banner would give notice then and there. Banner is the butler, you know, and doesn't relish being a chauffeur on the side. He confided to me once he thought it *infra dig.*, and I said "Oh do you?" and sneaked off to look it up in the dictionary.

It wasn't until we had gotten nearly home that I discovered I had been reclining against some packages that we certainly hadn't purchased *that* day; in fact, I had no recollection of them at all. When I called Mervyn's attention to them he snatched them away, remarking upon my carelessness in throwing myself down on the back seat heedless of what I might crush. A rather sharp argument ensued, during which it came out that the mysterious parcels were some things he had bought in Blanchard's two days before, and forgotten to take in the house.

After some resistance he let me undo them, and really, for once that kid had discovered something worthwhile. He had wandered in Blanchard's to get his watch repaired, and seen these Re-laz back rests that are the perfect answer to what to sit on when you go to a picnic or to the beach, or even if you like to read in bed. They only weigh 36 ounces all told, and are made of hardwood slats that conform absolutely to your figger. They don't *sound* very comfortable, but I assure you they are, and they keep the end of your spine from getting ossified. I begged Mervyn to sell it to me, which he graciously agreed to do for $2.00, cash down. I have found subsequently that they cost only $1.50, so Mervyn has made a nice little profit for himself! The other bundle contained the cutest little camp stool I have ever seen. It is a canvas affair, stretched on a sturdy bright painted support, and under the seat (which forms the cover there is a capacious bag with a rubber pocket, so you don't have to hold your purse and bathing suit or whatever in your lap while you're sitting on it. It's not at all expensive, and will hold up to 300 pounds, so I think I'll give you one for your birthday—not because it supports 300 pounds, you understand, but because I know you'd find it very useful.

I havent really had time to brouse around in Blanchard's so far this season, but I did run in for a moment one day, and noticed they were showing a grand collection of white bags, all different kinds, including the ever popular Tucktites (I *think* that's the way to spell 'em) and the washable varieties. In a glance (I didn't have time to do more because Aunt G. was waiting for me) I saw some real ivory clips and rings and bracelets that I intend to purchase at my earliest convenience, and some costume jewelry with genuine stones that sells for $1.35, which seems almost unbelieva . . . . oh Lord! here comes the aunt now, she sees me and is waving a telegram—wait a minute.

All right, *That's* over. The new tenant is coming tomorrow. He wasn't expected till next week sometime. Aunt Gussie's going back to the house now, screaming directions to me, none of which I can hear. I'll have to close this and see what she wants.

So long,

C. ANNE SHORE.

FAMOUS STAGE COACH INN

That early American hostelry, Stage Coach Inn, is again in full swing, and smart North Shore hostesses have begun entertaining their guests at luncheon or dinner at this widely famed rendezvous. The atmosphere, so restful and quaint, is far from being "arty" and anything that awful word suggests. There is nothing bogus about the quality of Stage Coach Inn—it is a genuine tavern of the seventeenth century, 1684, restored and furnished to resemble as nearly as possible the original house. The cuisine is excellent, the service perfect; one of THE places to entertain your friends.

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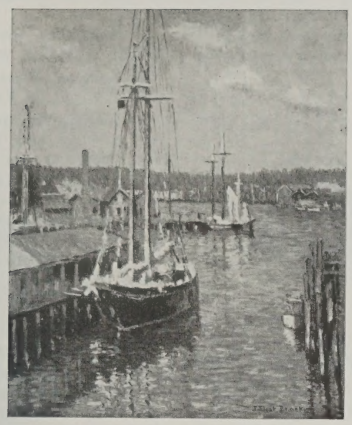

"THE BLUE DOLPHIN"
by J. Eliot Enneking, on exhibition at the Fireside Studio, Dock Square, Rockport.

GLOUCESTER SOCIETY OF ARTISTS

(Continued from page 5)

color scheme is confined mostly to bronzey greens and the whole canvas is constructed in the decorative manner.

Speaking of portraits, two of them delineate well known figures of the Gloucester art colony. Robert Evans Breck is showing a splendid likeness of Gayton Whitmore and Alfred E. Smith has caught the debonair Leonard Craske in a dignified and beautifully painted canvas.

Senator Borah is the sitter for Margaret Fitzhugh Browne's entry this year; the great man seems rather harrassed, as if the cares of office sat heavy upon him.

John C. E. Taylor presents another exquisite flower study, this time a huge magnolia blossom, each petal a masterpiece of color technique. Mr. Taylor was awarded the Margaret Cooper prize of the Connecticut Academy of Fine Arts for this painting.

A West Gloucester scene with delicately tinted apple trees is Oscar Anderson's entry this year, a departure from his characteristic marines, but a landscape of particular merit. "The Wilderness," Judge Charles A. Murphy calls his strongly individualistic canvas. The modern school may sneer at its frankly photographic delineation, but it is none the less excellent for that and it counterbalances what it may lack in the way of angles and planes by a great depth of tone and admirable color harmony.

A snow scene (one of the surprisingly few in this opening) entitled "December Morning" is the work of Emile Gruppe, who knows how to handle white pigment. His father adds greatly to the quality of the exhibition with his "Dutch Coast," a strongly painted marine depending something for its effect on the harmony of dull tones and a great deal on the treatment of cloud and sea. It is one of the best things Charles Gruppe has ever produced.

Gertrude Tonsberg realizes that she excels in doing small plants and rocks in the decorative manner and has most sensibly added another of these to this showing.

Miss Bennett-Brown poses fired oriental poppies and cerulean blue larkspur against a white background with success. Grace Bliss Stuart and Marion Hunter Miller also contribute charming floral groups.

Evelyn S. Harmon's "Adaption" from Dutch School is an exceptionally delightful floral, interesting in design and Antoinette Inglis introduces a characteristic child subject, in nicely handled pastels.

A sunset marine, "Calm and Peaceful," by F. M. Lamb is photographic but well painted. Howard A. Coon offers a fine marine, evidently portraying Rocky Neck, a boldly treated canvas, very effective.

Charles E. Dennison presents a pleasing winter landscape, Henry Curtis Ahl submits a splendid marine, J. Eliot Enneking turns to spring for his inspiration, and carries it out very nicely and Raymond Carter is represented by one of his romantic ships under full sail.

John Cook's entry is a colorful watercolor marine. Dwight Shepler presents an interesting impression of a bridge in the process of construction; his work shows character. An unusual still life is Dr. Mary Whitney's "Mellow Charm" and in the field of sculpture Evelyn Harmon again comes forward, this

"MARTINE"
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FRIDAY AND SATURDAY, JULY 5 and 6
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Prices $.55, $.85, $1.10, $1.35 — Tax Included
ONE ACT PLAY FRIDAY MORNING AT 11:30

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time with an attractive bust of a child.

The Little Picture Gallery was filled during the afternoon with admirers, as usual, who found many little gems among some rather indifferent specimens. The Black and Whites were almost uniformly good, being submitted by such artists as Perry Lee Allen, John J. Barry, Prudence Potter, Bessy Creighton, Quinton Oliver Jones, and Anthony Thieme.

—MILDRED SHUTE

THE GLOUCESTER Society of Artists opened its first exhibition of the season on June 29, with a display of oils, water-colors, sculpture, and etchings. The gallery will be open to the public through July and August, a new showing being prepared for the latter month.

The officers for the society are the same as last year, Oscar Anderson, president; John J. Barry, vice president; Everett C. Forbes, treasurer; Alida C. Anderson, secretary. Margaret Fitzhugh Browne is chairman of the hanging committee, and her assistants are Oscar Anderson, E. Anshutz, John J. Barry, Charles E. Dennison, and Carl H. Nordstrom.

IN ART COLONY

THE gallery on Bearskin Neck has opened for the summer season. Arthur C. Smith, who is in charge, plans to have three exhibitions, June 15 to July 15; August 15, and the last to September 15.

Among those who are exhibiting in oils are: Roy Melvin White, Edwin L. Brown, Kay Stark, Mary L. Fairbanks, Ruth Marchison. Laura B. McLean, Mrs. L. M. Wright and Edwin L. Brown also show water colors. The block prints being exhibited are the works of Mary Lindley, Edna Remington and E. L. Brown. "Rockport Village" is the title of a fine block print by Miss Remington, while Mary Lindley shows one entitled, "Fish Houses." At the Dock, a water color by L. B. McLean is another bit. The exhibition is constantly being added to and is open daily.

CITY OF GLOUCESTER

In the year nineteen hundred and thirty-two,

AN ORDINANCE

providing for certain ISOLATED "STOP" signs.

BE IT ORDAINED BY THE MUNICIPAL COUNCIL

SECTION 1—Every driver of a vehicle, bus or other conveyance, approaching an intersecting way at which there exists facing him, an official sign, authorized by this Municipal Council, said sign having apart from this regulation, the written approval of the Department of Public Works of the Commonwealth of Massachusetts, and bearing the word "STOP" shall before entering and proceeding through the intersection, bring such vehicle, bus or other conveyance to a complete STOP at such line as may be clearly marked, or, if there is no line so marked, at a place between the said sign and the line of the street intersection.

In the case of a line of two or more vehicles approaching such "STOP" sign, the drivers of the second and third vehicles in any group shall not be required to stop more than once at said designated line or place or in the immediate vicinity.

This ordinance shall not apply when the traffic is otherwise directed by a police officer or by any other lawful traffic regulating sign, signal or device.

SECTION 2—In accordance with the foregoing, the Municipal Council hereby authorize the erection and maintenance of an official "STOP" sign or "stop" signs so as to face:

1—North and southbound drivers on Magnolia avenue at Western avenue.

2—Northbound drivers on Centennial avenue at Washington st.

3—Southbound drivers on Centennial avenue at Western avenue.

4—Southbound drivers on Prospect street at Main street.

SECTION 3—Any persons found guilty of violating any of the provisions of this ordinance shall be guilty of misdemeanor and may be punished by a fine not exceeding twenty dollars ($20.00) for each offence.

SECTION 4—All acts or parts of acts inconsistent herewith are hereby repealed.

SECTION 5 — This ordinance shall take effect and be in force on and after the expiration of ten (10) days from the date of its final passage.

In Municipal Council, April 18, 1932.

Passed first and second readings and to be enrolled.

ALLEN F. GRANT, City Clerk

In Municipal Council, April 18, 1932, Passed to be ordained.

ALLEN F. GRANT, City Clerk

CITY OF GLOUCESTER

NOTICE

No person shall set, maintain or increase a fire in the open air between March 1st and December 1st except by written permission of the Chief of the Fire Department or the Fire Warden.

Persons wishing to burn rubbish, grass, etc., in the business or residential sections of the city, i. e. within the limits established by the Eastern avenue School on Eastern avenue and the cut bridge on Western avenue and the Green on Washington street, should apply to the Chief of the Fire Department. Those wishing to burn rubbish, brush, grass, etc., in the outlying portions of the city, that is outside of the limits as here set forth, whose fire would be on or near any wood, brush or grasslands, should apply to the Fire Warden.

Readers of this notice are cautioned to be extremely careful of matches, cigars and cigarettes while in or near any wood or brushland to prevent forest fires.

HOMER R. MARCHANT,
Chief of the Fire Department.
ALBERT C. LA BELLE,
Fire Warden.

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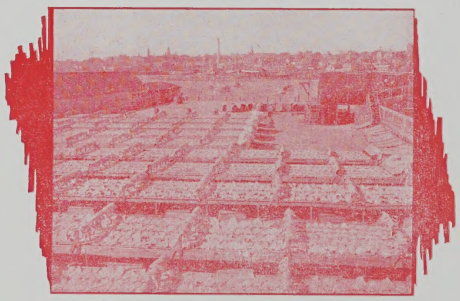

One of the steps in the preparation of codfish for the market. Drying and curing whole codfish at the Gorton-Pew Fisheries.

You Are Cordially Invited—

OUR door is always open. And we are always glad to show visitors the fascinating processes employed in our plant. See how we take fish fresh from the ocean and prepare them for the tables of America's discriminating housewives. There is no more interesting sight in all of quaint old Gloucester.

If it were only possible to transport some of the charm of Gloucester back home—its romantic harbor, its curious old streets and homes, its atmosphere of the sea. Although this is impossible you may have a reminder of pleasant Gloucester days in sending to your home some of our delicious fish products. For this purpose we put up a special combination box. It is an attractive carton containing a popular assortment of Gorton's Sea Foods. Neatly packed ready for shipment. These tasty and popular sea foods will introduce you to new delights in fish eating.

The same offer is extended to all-year-round and summer-time residents. Visit us and see for yourselves how one of America's oldest and most interesting industries operates. You are cordially invited.

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GORTON'S CODFISH IN CANS
GORTON'S FINNAN HADDIE
GORTON'S FLAKED FISH
GORTON'S MANHATTAN CLAM CHOWDER
GORTON'S DOWN EAST CLAM CHOWDER
GORTON'S HADDOCK CHOWDER

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William G. Brown Company

1885-1935

The Department Store of Service. The largest store on the North Shore covering a city block from Pleasant, Main and Elm Streets. 32 specialized stores with excellent service.

The North Shore's Finest Beauty Shop

4 BOOTHS
2 BOBBER CHAIRS
2 MANICURE TABLES

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MARCEL WAVING
SHAMPOOING
MANICURING
FACIALS
FRENCH CURLING
HAIR DYEING
HAIR TINTING
PERMANENT WAVING
HAIR DRESSING
HAIR BOBBING
and
Ladies' and Children's
HAIR CUTTING
BY EXPERTS

Shepherd's Market, Inc.

operated by the

WILLIAM G. BROWN COMPANY

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ENTRANCE FROM OUR MAIN ST. STORE
ALSO ELM STREET
USE SHEPHERD'S DELUXE SALAD
DRESSING — YOU'LL LIKE IT

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We are agents for
General Electric Refrigerators and General Electric,
Atwater Kent, Majestic, Stromberg Carlson
and RCA-Victor Radios

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You are invited to use our Parking Space on Elm Street
rear of Main Store

Trade in Gloucester at
The Big Store on the North Shore